

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1-22. (cancelled)

23. (new) A method for retaining fee-based memberships at a health club providing health club services to its members, comprising:

active and ongoing categorization of club members throughout their respective membership cycles into one of a plurality of member segments based on a systematic and periodic evaluation of their levels of attendance at the health club, the member segments comprising new members and established members;

for new members of the health club, administering a multi-week new member communication program wherein new members attending the health club at least 3 times per week during the new member communication program are identified as new member/regular users; and wherein new members attending the health club but less than 3 times per week during the new member communication program are identified as new member/low users; and wherein new members failing to attend the health club for any single week of the new member communication program are identified as new member/non-users;

throughout the new member communication program, conducting a systematic evaluation of new member attendance to determine the new members' classification as a new member/regular user, new member/low user, and new member/non-user;

based on the evaluation of new member attendance, transmitting a first customized message at least 2 times per week to each of the new member/regular users; transmitting a second customized message at least 2 times per week to each of the new member/low users; and transmitting a third customized message at least 2 times per week to new member/non-users; the first, second, and third customized messages communicating different content to the new users in the respective new user segments;

further categorizing established members of the health club based on their level of attendance into one of regular user members, low user members, and non-user members;

for regular user members of the health club, administering a regular user communication program wherein regular user members attending the health club at least 12 times per month during the regular user communication program remain in the regular user communication program; and wherein regular user members failing to attend the health club at least 12 times during any single month during the regular user communication program are removed from the regular user communication program, and are reclassified as low user members;

throughout the regular user communication program, conducting a systematic evaluation of member attendance to evaluate the established members' classification as a regular user member;

throughout the regular user communication program, transmitting customized messages to the regular user members no more than once per month;

for low user members of the health club, administering a low user communication program wherein low user members attending the health club at least 12 times per month for two consecutive months during the low user communication program are reclassified as regular user members, and are placed into the regular user communication program;

and wherein low user members failing to increase their attendance at the health club during the low user communication program are reclassified as non-user members;

throughout the low user communication program, conducting a systematic evaluation of member attendance to evaluate the established members' classification as a low user member;

throughout the low user communication program, transmitting customized messages to the low user members no more than twice per month;

administering a recovery program for non-user members of the health club;

throughout the recovery program, conducting a systematic evaluation of member attendance to evaluate the established members' classification as a non-user member; and

throughout the recovery program, transmitting customized messages to the non-user members at least twice per week.

24. (new) The method according to claim 23, and comprising during the new member communication program, electronically transmitting text messages to new members encouraging usage of the health club.

25. (new) The method according to claim 24, wherein the text messages for new members include basic fitness tips.

26. (new) The method according to claim 24, and comprising during the new member communication program, offering the new member a health club orientation in an electronic message.

27. (new) The method according to claim 23, and comprising during the recovery program, notifying club staff of non-user members of the health club.

28. (new) The method according to claim 23, and comprising during the recovery program, contacting by telephone non-user members of the health club.

29. (new) The method according to claim 23, and comprising during the recovery program, asking the non-user member in an electronic message to identify obstacles preventing more frequent usage of the health club.

30. (new) The method according to claim 23, and comprising during the low user communication program, providing the low user member an exercise motivation tip in an electronic message.

31. (new) The method according to claim 23, and comprising during the regular user communication program, providing the regular user member a wellness tip in an electronic message.